



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry

2023 Editorial Programme

COAL
INTERNATIONAL

MINING & QUARRY
WORLD



02 | Tradelink Publications

Connecting with your audience – Best of both worlds

The jury is out as to whether printed journals are fast becoming part of the past. The lack of advertising revenue following the pandemic and now the war in the Ukraine has made it almost impossible to fulfil circulation promises with the demise of advertising revenue hardly even covering the cost of print and mailing. Even with the bigger publishing companies past profits are being eroded monthly that is leading to print media almost becoming extinct or put on hold.

Both the print copies of Coal International and Mining and Quarry World have served the industry for many years and have had a presence at all the major exhibitions worldwide. The Russian language issues were a major part of our circulation and attendances at the exhibitions in Novokuznetsk, Kiev and Kemerovo have spanned many years. The loss of these markets is a bitter pill to swallow and can be described as the straw that finally broke the camel's back for justifying print copies. The same applies to our Chinese and Polish language issues.

All is not lost-Putting our customers first.

2023 will see Tradelink making a substantial investment in digital marketing in addition to our printed copies. In order to reach out to the many thousands of mining companies and operations worldwide on our database and to give our advertisers more value for money engaging a far bigger audience than can be imagined.

The digital versions of both journals will be available to over 14,000 plus mining and quarrying companies, their operations and also every one of their employers and will be user friendly on phones, pads and desktops using the latest technology available to enhance easy reading. No more PDFs that are already a barrier for desktop users, but for mobile users, downloading files remains an almost alien task.

The new look Mqworld.com will include the following:

Digital journals download- Access for all mining companies, operations and personal worldwide
Daily news service
Equipment manufacturers latest news and developments plus a comprehensive buyers guide link.
Company Financial statements
Latest commodities prices (Powered by Kitco)
Case studies (access free and paid for)
Technical articles (access free and paid for) white papers exploring the industry's hot topics
MQWorld - Monthly Newsletter (sponsored opportunity)

Have your say- Open forum on topics affecting the industry

Recruitment- Mining positions worldwide - We aim to provide a secure and user-friendly platform for professional candidates to search and apply for jobs worldwide across all sectors in the mining industry from the CEO down to a truck driver.

Carbon footprint, sustainability, and community relations.

Education – Universities, Libraries, colleges, and institutions (subscription required. Please note 1 annual subscription for all student access.)
Web and Video links
Events calendar
Social media platforms

Going green with Digital Publishing and reducing our carbon footprint:

Digital publishing is environment friendly. Apparently, 3.5 billion to 7 billion trees are cut down per year. And it is estimated that it takes 24 trees to make 1 ton of standard office paper. Imagine the number of trees we can all save if we all decide to go digital and avoid the use of paper.

Digital publishing, as we know, does not require any physical material other than a computer device. Just like emails have replaced postcards, if eBooks completely replace paper books, we can avoid felling of trees and contribute to the betterment of our planet.

After over 35 years in the industry, it has become more obvious that in today's current climate that to ensure that all our advertisers receive the best value for money the only way to go is by adding digital versions of both journals to maximise our global presence.

Our database is the key to a circulation that will fulfil our promises to our advertisers to reach out to a huge mining audience utilising both print and digital working as one.

Get the most out of your money

Every advertiser in both Coal International and Mining and Quarry World will automatically be part of the digital versions ensuring maximum circulation to the industry.

Good luck to all in 2023 and we hope you support our new journey.

Trevor Barratt M.D.

Why advertise with us? | 03

Every issue of *Coal International* and *Mining & Quarry World* contains feature articles, case studies, new plant, latest innovations in both underground, surface and quarrying operations, global news roundup, finance, health and safety, site reports and one on one discussion with senior leaders and engineers within the industry. Comprehensive coverage throughout the year in the mining and quarrying sectors covering a multitude of equipment topics.

It does not matter which issues you select to promote your company, as the quality readership remains the same throughout the year.

We understand after many years of publishing our journals the importance of reaching your targeted audience and giving your valuable people on the ground maximum exposure whether at the mine site or corporate office.

Quality v Quantity

Size of the media – Yes, costs per thousand usually goes down as circulation increases, but do you want to tell your story to a select group of targeted prospects or a larger group that your percentage of interest is less or virtually nil.

The most brilliantly conceived and demonstrated marketing message isn't going to do anybody any good unless the intended audience is exposed to it.

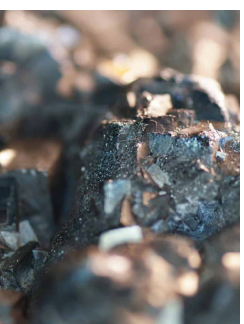
Circulation

Tradelink update and maintain daily over 36,000 mining and quarrying companies and their operations on our database, leading to in excess of over 100,000 mining contacts containing details of:

Head Office: CEO's, Technical Directors, Procurement Departments and CFO's

Mine site: Mine Manager, Electrical/Mechanical Engineers and Health/Safety officers

www.mqworld.com has in excess of 21,000 users and over 38,000 page views per month, based on the above figures and personnel we have the facility to reach out to over 130,000 senior decision makers in both print and digital.

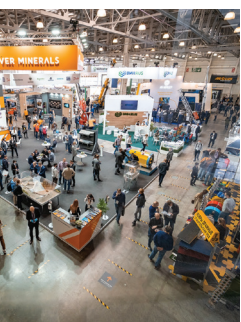


RioTinto ArcelorMittal

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JIANGXI COPPER CORPORATION

CHALCO

To advertise in *Coal International* or *Mining & Quarry World*,
contact gordon.barratt@tradelinkpub.com or Gunter Schneider: info@gsm-international.eu



04 | Tradelink Publications: Exhibition Attendance



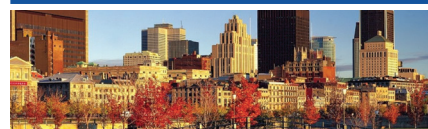
24 to 27 April 2023

International Conference on Mining Technologies,
Tokyo, Japan



25 to 27 April 2023

Mining World Russia 2023, Moscow, Russia, Crocus
Expo



15 to 16 May 2023

International Conference on Mining and Mineral
Processing, Montreal, Canada



15 to 16 June 2023

Astana Mining & Metallurgy, Nur-Sultan, Kazakhstan,
Hilton Astana



27 to 29 June 2023

Mining Week Kazakhstan, Karaganda, Kazakhstan,
Sports complex "Zhastar"



5 to 7 September 2023

Aimex, Sydney, Australia, Sydney Showground



12 to 14 September 2023

Electra Mining Botswana, Gaborone, Botswana,
Gaborone Fairgrounds



25 to 28 October 2023

China Coal & Mining Expo, Beijing, China, China
International Exhibition Center Shunyi New Venue



Publishing, Printing & Website Services for the Mining Industry
+44 (0)1777 871007 | +44 (0)1909 474258 | gordon.barratt@tradelinkpub.com

Putting our customers first

2023 will see Tradelink Publications Ltd making a substantial investment in digital marketing in addition to our printed copies to reach out to the thousands of mining companies and operations worldwide on our database and to give our advertisers more value for money engaging a far bigger audience than ever imagined. The digital versions of both journals will be available to over 18,000 plus mining and quarrying companies, their operations and every one of their employers.

Coming soon:

Our new look web site www.mqworld.com will include the following and much more

- > Access for all mining companies, operations and personnel worldwide is free.
 - > Access to all our digital journals.
 - > **Daily news service**, events calendar, access to social media platforms and company financial statements.
 - > **Web and Video links** (post your product videos on our home page).
 - > **Equipment manufactures** latest news and developments.
 - > **Buyers guide** link.
 - > **Latest commodities prices** (Powered by Kitco).
 - > **Education – Universities, Libraries, colleges, and institutions** (One annual subscription required for all student access.)
 - > **Case studies** (access is free and paid for).
 - > **Technical articles/white papers** (access free and paid for).
 - > **Have your say** – Open Q&A forum on topics affecting the industry.
 - > Recruitment section – **Mining positions worldwide** advertised for free on our platform.
 - > **MQWorld – Monthly Newsletter reaching out to over 100,000 mining contacts** (sponsored opportunity)
 - > User access to our **Mining Operations Database**.
- Contact gordon.barratt@tradelinkpub.com for preferential rates in 2023 for advertising/article placement and subscriptions.

Tradelink Publications Ltd
Going green with Digital Publishing
and reducing our carbon footprint

**MINING & QUARRY
WORLD**



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Tradelink Publications | 05

From Exploration through to Production onto Processing and then onto Market

Both *Mining & Quarry World* and *Coal International* cover grassroots exploration from walking-the-ground through to aerial reconnaissance, evaluation drilling, trenching and pilot processing plants. Once feasibility studies have been conducted, we follow the process from construction, ramp-up and production through to end-of-mine-life, equipment recovery and site rehabilitation.

Our articles and news items cover all aspects of mining from the choice of mining method through to equipment evaluation,



maintenance, automation, IT initiatives, commodity reviews and sector specific development work, indeed we are there covering every crucial step of the way from inception through production and onto site remedy.

Mine Management and Specialist Engineers (including geologists, drilling companies, mechanical and maintenance personnel, construction contractors and electrical engineering personnel) at both senior levels and at mine sites, are at the forefront of the



readership profiles for both of our journals. Whether one is examining, evaluating or reviewing an opencast or an underground operation, our aim is to clearly promote all aspects of mining to our discerning readership.

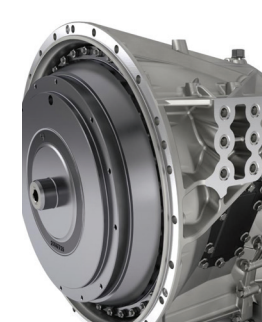
Material handling

We cover the complete transport route from muck pile via trucks, scoop trams, loaders, conveyors, skips, hoppers and surge bins through to the pipework associated with processing plants, before its arrival at stockpiles and bulk-recovery, through to rail transport and shipping.



Tradelink Publications Ltd

Publishing, Printing & Website Services for the Mining Industry



Overview

Tradelink Publishing's flagship publication, *Coal International* is probably the oldest English language coal magazine in the world. Established in 1858 as the Colliery Guardian, it is distributed to an international database of mining professionals involved in the buying cycle that include:

Operating companies
Senior management i.e. CEO, CFO and Directors
Procurement departments
Mine managers
Mine Electrical Engineers
Mine Mechanical Engineers
Safety and sustainability departments

Coal International expanded to become an international publication when the UK's coal industry was privatised in the mid – 1980s.

We understand your need to get your marketing message out to the intended audience, *Coal International* is regarded as the worlds No 1 publication serving the Coal Industry for equipment suppliers and service companies. With over 12,000 print copies distributed worldwide every issue and in excess of 5,000 digital downloads as well as 3,000 bonus copies distributed at every exhibition we attend; based on the above distribution rate and our unrivalled attendance worldwide we are truly the premier publication to be with.

- Published six times a year
- Available as hardcopy and downloadable PDF
- *Coal International* is also printed in Chinese, Russian and Polish languages and is one of the first coal journals to be established in the Russian and Chinese markets 25 plus years ago.
- Besides a wealth of feature and technical articles, site visits and industry news, *Coal International* also covers health & safety, sustainability and financial news, alongside new products & equipment in every issue covering both underground and surface operations.

Advertising Rates

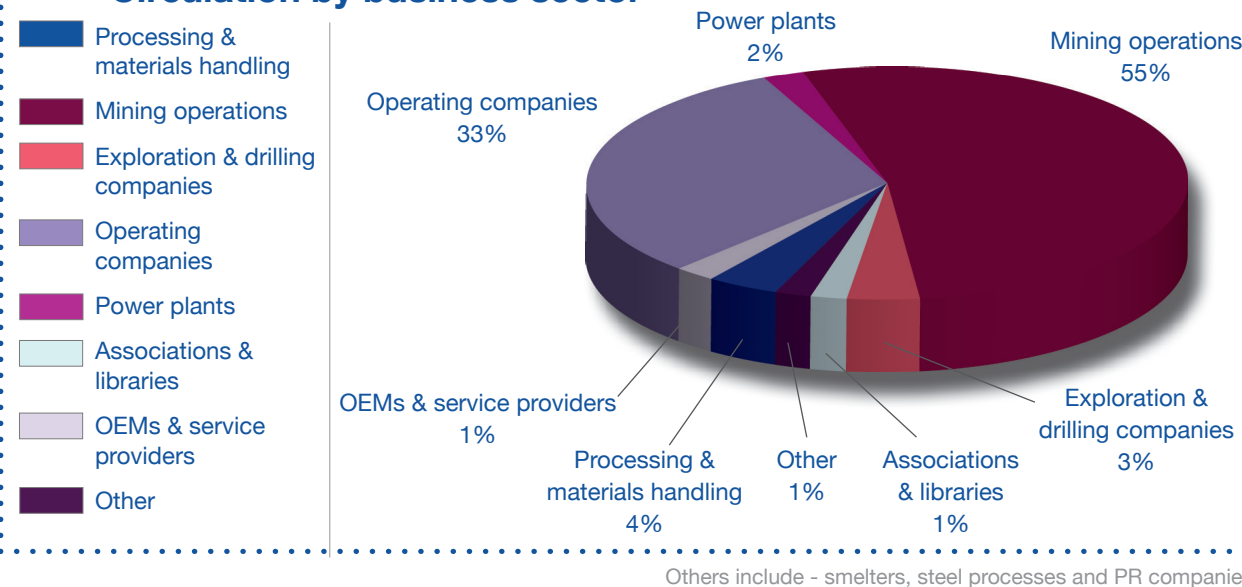
Front cover	£3,300	Full page	£2,200
Back cover	£2,600	Half page landscape	£1,100 or £4,500 for all six issues
Inside covers	£2,400	Quarter page landscape	£600 or 2,400 for all six issues
Double page spread	£3,200	Classified (Various sizes)	£110 or £500 for all six issues
Inserts	Up to A4 size contact us for competitive rates		
E-shot from our database	£1,200	Newsletter sponsorship	£1,200
Database access via web site	£1,750		

Advertising in Europe and rest of the World contact: gordon.barratt@tradelinkpub.com +44 (0)1909 474258
Advertising in Germany,Austria and Switzerland contact: info@gsm-international.eu +49 2131 51 18 01

★ ★ 2023 ADVERTISING RATES SPECIAL PACKAGES ★ ★

- Book 2** full page advertisements and receive 3 months free Banner Advertisement on www.mqworld.com
Book 3 (Includes a prime position of your choice if available) full page advertisements and receive 6 months free Banner Advertisement on www.mqworld.com + a free half page to go in any issue of your choice
Book 4 (Includes a prime position of your choice if available) full page advertisements and 12 months free Banner Advertisement on www.mqworld.com + a free half page advert to go in any issue of your choice.

Circulation by business sector



To advertise in *Coal International*, contact
gordon.barratt@tradelinkpub.com or Gunter Schneider: info@gsm-international.eu

Proposed subjects for Coal International

Every issue of *Coal International* contains the latest news, new plant and equipment, health, safety and sustainability and digitisation issues affecting the industry. Site visits plus a one on one interview with top executives and engineers within the industry. All year round focused articles from exploration through to production.

January-February

- Sustainability in mining
- Coal fired plant
- Drilling and blasting
- Shovel developments
- Stockpile equipment
- Mine Design engineers
- Mining development through digitisation

Bonus copies: ICGCMTGT: Lisbon Portugal

Copy date: 23rd January 2023

March-April

- Longwall review/Automation
- FLP switchgear and motors
- Continuous miners/Roadheaders
- Shuttle cars
- Pumping highlights/Lubrication
- Conveying underground and surface
- Signals and communications

Bonus copies: Mining World Russia

Copy date: 23rd March 2023

May-June

- Room and Pillar
- Mining development through digitisation
- Feeder breakers
- Continuous miners/Roadheaders
- Shuttle cars
- Dust suppression and the environment
- Sustainability in mining

Bonus copies: Mining week Kazakhstan

Copy date: 23rd May 2023

July-August

- Coal preparation/Equipment review
- IPCC- Latest developments
- Shearer update
- Roof supports
- Mine planning software
- Blasting and explosives technology
- Reducing your carbon footprint in mining

Copy date: 23rd July 2023

September-October

- AFC and Stage loader review
- Water Management
- Mining development through digitisation
- Ventilation
- Winding gear
- Machine monitoring – The internet of things
- Sustainability in mining

Copy date: 23rd September 2023

November-December

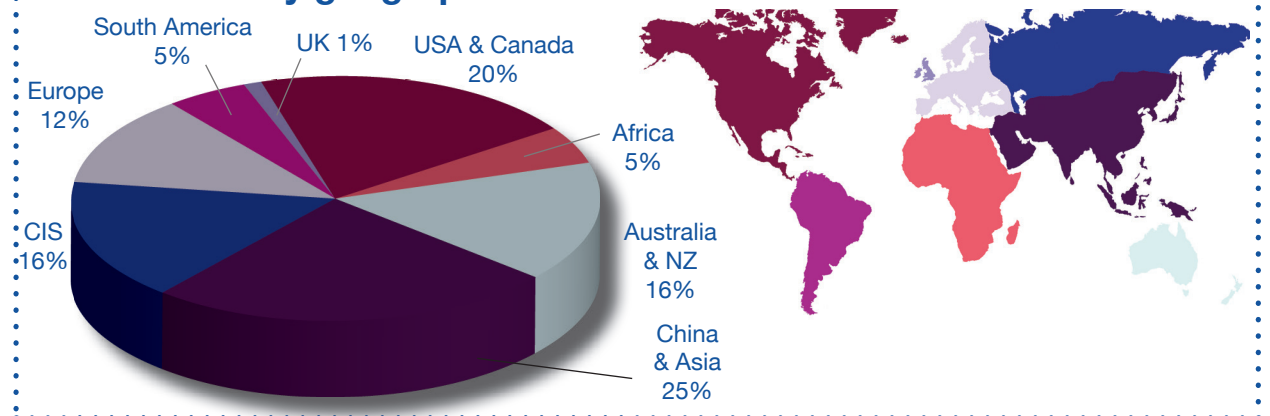
- Strata control – Roof bolting
- Surface drilling
- Crushing and screening
- ADT/Excavator developments and challenges
- Electric wheel loaders
- Ultrasonic applications for mining
- Material conveying

Copy date: 23rd November 2023

Further articles of interest will be added throughout the year, if you would like to forward articles for consideration please contact gordon.barratt@tradelinkpub.com

Coal International will be attending major exhibitions around the world (as listed on page 4) ensuring your message reaches its intended audience through our bonus copy distribution.

Circulation by geographical area



To advertise in *Coal International*, contact
gordon.barratt@tradelinkpub.com or Gunter Schneider: info@gsm-international.eu

Overview

Mining & Quarry World has expanded to become an international publication covering the surface and underground mining sectors. *Mining & Quarry World* will cover a wealth of technical articles, site visits, health and safety related issues alongside financial news, products and equipment in every issue.

We understand your need to get your marketing message out to the intended audience, *Mining & Quarry World* will distribute in excess of 17,000 copies in print, coupled with our digital downloads of over 5,000 and 3,500 bonus copies distributed at every exhibition we attend, allowing us to genuinely reach out to a world wide mining audience for every issue.

Further articles of interest will be added throughout

the year. Should your company wish to contribute any articles or white papers of interest please note the copy deadlines.

- A Worldwide circulation concentrating on the English speaking countries and Europe
- Published six times per year
- Posted free of charge to mine operators, managers, drilling and processing companies.
- Addressed directly to the people who influence the purchasing decisions within their companies
- Other recipients include trade associations, educational establishments, libraries, OEMs and service providers
- Extra copies distributed at exhibitions and

Advertising Rates

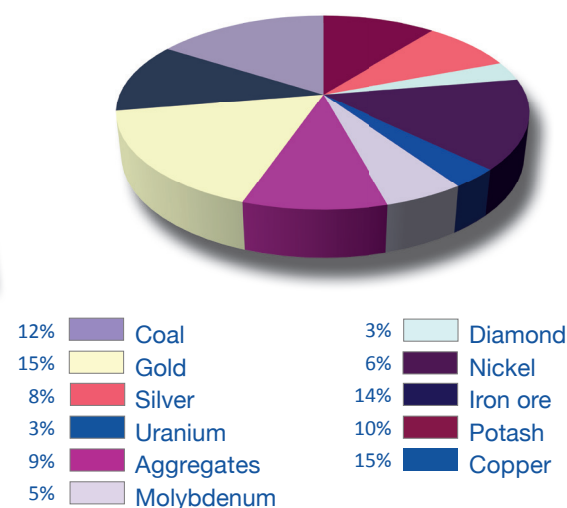
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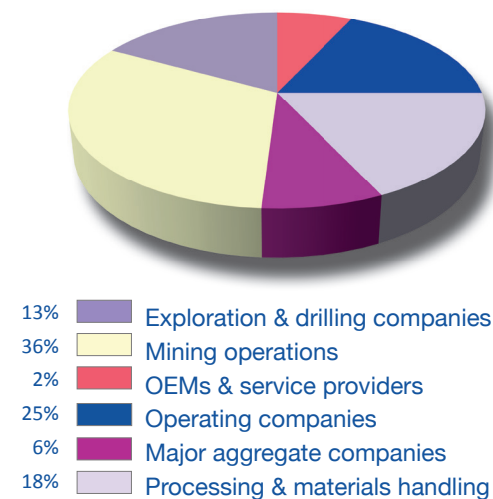
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Circulation by commodity



Circulation by business sector



Others include - smelters, steel processes and PR companies

To advertise in *Mining & Quarry World*,
gordon.barratt@tradelinkpub.com or Gunter Schneider: info@gsm-international.eu

Proposed subjects for Mining & Quarry World

Every issue of *Mining & Quarry World* contains the latest news, new plant and equipment, health, safety and sustainability and digitisation issues affecting the industry. Site visits plus a one on one interview with top executives and engineers within the industry. All year round focused articles from exploration through to production.

February

- Raise boring
- Underground drilling and blasting
- Overland conveying
- Haul trucks reducing the carbon footprint
- Transitioning to a low carbon mine
- Conveying

Bonus copies: ICMDMM Amsterdam, Netherlands & ICMMPT Istanbul Turkey

Copy date: 23rd February 2023

April

- Surface drill rigs
- Pump technology and water management
- Latest automation and technology advances
- Mineral Comminution
- Lubrication
- Sustainable mining

Bonus copies: Mining & Quarry World Russia

Copy date: 23rd April 2023

June

- Crushing, sizing and screening
- Surface drill and blasting techniques
- Excavator review
- Advancement in off highway trucks
- Tyre technology
- Digitising mining
- Sustainable mining

Bonus copies: Astana Mining & Metallurgy & Mining week Kazakhstan

Copy date: 23rd June 2023

Further articles of interest will be added throughout the year, if you would like to forward articles for consideration please contact gordon.barratt@tradelinkpub.com

Mining and Quarry World will be attending major exhibitions around the world (as listed on page 4) ensuring your message reaches its intended audience through our bonus copy distribution.

Circulation by geographical area



August

- Signals, communications and monitoring
- Hard rock cutting update
- Front end loaders/scoop trams
- Efficiency and underground dump trucks
- Conveyor equipment
- Reducing your carbon footprint in mining

Copy date: 23rd August 2023

October

- Roof bolting and strata control
- FLP underground drives and controls
- Dust suppression, gas monitoring and ventilation
- Scoop trams
- Bulk material handling systems
- In-pit crushing and conveying
- Sustainable mining practices

Copy date: 23rd October 2023

December

- Mine planning and design software
- Exploration drilling
- 2018 Latest technical innovations in mining
- Autonomous mining
- Wheel loaders
- Underground drilling rigs

Copy date: 18th December 2023





10 | Best of both worlds

- A total package to all our advertisers that offers real-time customer support in print, digital and PR support
- Creating innovative content and marketing opportunities
- A multi-media experience to reach your target audience

Reach – Reputation – Reliability Quality never goes out of style

Exhibitions and conferences

Over the last 35 years Tradelink with both *Coal International* and *Mining & Quarry World* has always maintained a presence at major exhibitions in India, China, Russia, USA, Poland, South Africa and Europe. Our policy has always been especially with our foreign language issues that every single operating company and operations Management and Engineers within the region have all received copies of the journals before the event leaving us to distribute further bonus copies from our stand. We very rarely over the many years we have attended see any other International journals present especially so in Russia, India and China.

Mining and Quarry World and *Coal International* will be attending major exhibitions around the world (as listed on page 4) ensuring your message reaches its intended audience through our bonus copy distribution.

A service that is second to none.

Benefits of advertising with us:

1. **Print** – Quality circulation mail merged from our daily updated database of 32,000 operating companies and mines.
2. **Online news** – guaranteed press coverage throughout the year on www.mqworld.com currently attracting over 4-5 thousand visitors per day and growing.
3. **Regular feedback** on visitor interest.
4. **Your news uploaded** to all social media and a further 58 mining groups within our LinkedIn contacts.
5. **Monthly e-newsletter**
6. Reach out to over 100,000 mining contacts through our database of mining contacts

THIS BEST OF BOTH WORLDS PACKAGE IS ONLY AVAILABLE TO ADVERTISERS

To discuss rates please contact:

Gordon Barratt:
gordon.barratt@tradelinkpub.com or

Gunter Schneider:
info@gsm-international.eu



Every issue of *Coal International* and *Mining & Quarry World* will contain different methods of material handling and processing both underground and surface, news relating to health and safety. Latest plant and equipment updates, global news roundup, finance, movers and shakers plus interviews with top executives and engineers worldwide.

Mechanical Data | 11

Agency discount	10% for one booking/placement 15% for four or more bookings/placement
Multiple booking discount	Please contact our Sales Department for available offers
Foreign language journals	Same rates and data as English issues
Restrictions	Advertisements published with the approval of the publisher

Internet Services

Digital Media	Description	Per Annum
Company link	Company logo linked to your own website and entry in the Industry Suppliers section of www.mqworld.com 220(w) x 150(h) pixels	£350.00
Title banner	1200(w) x 130(h) pixels (72 dpi)	£1,000.00
Border banner	300(w) x 228(h) pixels (72 dpi)	£1,200.00
Video link		£POA
Bespoke multimedia packages	Available on application to include: Mining & Quarry World, Coal International	

Please supply banners as an animated GIF or JPEG file to admin@mqworld.com

Position & Size	Mechanical Data
Front cover M&QW	Image size – 210mm x 250mm 3mm bleed on all sides (no crop marks)
Front cover CI	Image size – 210mm x 240mm 3mm bleed on all sides (no crop marks)

Front covers are compiled of an operational image and company name or logo with contact details inside the publication

Back & Inside covers	210mm x 297mm 3mm bleed on all sides (no crop marks)
Double page spread	420mm x 297mm 3mm bleed on all sides (no crop marks)
Full page	210mm x 297mm 3mm bleed on all sides (no crop marks)
Half page landscape	185mm x 131mm no bleed (no crop marks)
Half page portrait	90mm x 263mm no bleed (no crop marks)
Quarter page landscape	185mm x 65mm no bleed (no crop marks)
Quarter page portrait	90mm x 131mm no bleed (no crop marks)
Classified	116 x 56mm or 56 x 56mm no bleed (no crop marks)

Subscriptions to Publications

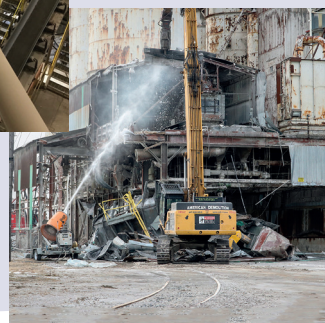
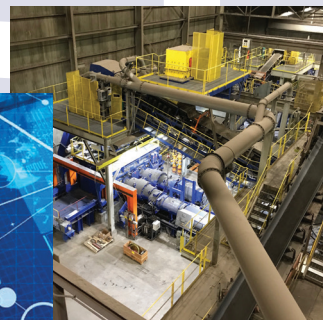
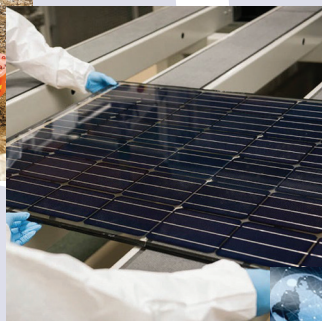
Title	Language	ISSN/ISBN	Issues and Cost Per Annum	
Mining & Quarry World	English	2515-687X 2515-6888 (online)	6	£70.00 £60.00 (UK)
Coal International	English	1357-6941 2045-2985 (online)	6	£160.00 £140.00 (UK)
Coal International/ Mining & Quarry World	Russian	1357-6941	2	£60.00
Mining and Commodity Reports	English	On-line shop		POA
Agency discount	10% on application			

To advertise in *Coal International* or *Mining & Quarry World*, contact gordon.barratt@tradelinkpub.com or Gunter Schneider: info@gsm-international.eu

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